



CASE STUDY

Scaling a Style-by-Subscription Start-Up.

Scaling at max speed with high-performing workers, efficient shipping, and improved customer satisfaction



www.enshored.com

CLIENT

Jewelry subscription box company offering curated fashion accessories

INDUSTRY

Subscription e-commerce, fashion

RESULTS

42%

reduction in styling cost per shipment

+11%

increase in no. of customer feedback reviews

58%

less time to curate a shipment for customers

+19%

more daily shipments

+11%

purchase conversions

Overview

Every month, subscription box company Rocksbox ships customers hand-selected fashion accessories and jewelry. If a customer loves an item, they can purchase it. As a “Netflix for jewelry” concept, their customers loved this model. However, having grown into a well-established brand from a home-based business, the company was ready to scale and needed to expand its team.

The Challenge

Finding stylists with a knack for selecting the ideal fashion accessories for individual customers proved challenging. They had tried building a global network of subcontracted remote workers to help meet customer demand. Managing so many independent contractors made it unscalable. The role needed a specific set of creative skills, perspectives, and training.

Our Approach

We brought our experience in supporting start-ups to help them identify the best way to define the team structure. We collaboratively concluded three areas to guide us when growing the team:

- + **Skills:** Hire stylists who could select inventory that customers would fall in love with, enough to purchase.
- + **Training:** A scalable training methodology for successful styling
- + **Cost-effectiveness:** Ultimately deliver a positive ROI.

Our Impact

After working with Enshored, Rocksbox can now scale their offer of individualized style suggestions that attract customers to their brand. Their delivery timeline has become tighter and more predictable without adding domestic employees and high overhead costs.

“We’re able to support sales and customer support without having to spend more money on added headcount here in San Francisco.”

In addition to the executive team's newfound freedom and ability to scale, the relationship with Enshored continues to help Rocksbox succeed. After two years of outsourcing to Enshored, Rocksbox has experienced:

Increased feedback from customers

By having more dedicated stylists, customers receive more personal attention and recommendations. Rocksbox customers have the option to leave feedback on the three pieces they receive in each set. The volume of feedback has increased by 11%.

Decreased cost per shipment

The Enshored stylists took 58% less time to curate a shipment for customers, curating 19% more daily shipments than before, lowering the styling cost per shipment by 42%.

Improved efficiency in shipping schedule

By having an entire team of stylists working overnight, inventory orders are consistently ready for a U.S.-based shipping team at 7:00 a.m. PST every day, on the dot.

Increased purchase conversion
The team of high-performing stylists is helping Rocksbox deliver accessories their customers truly want. And because of that, customers are more likely to purchase—resulting in 11% higher purchase conversions.

Conclusion

By scaling the personal stylist recommendations, Enshored has both increased customer satisfaction and boosted sales. We are driving significant improvements in the customer experience and overall performance of the service. Additionally, we have freed up time and resources for the Rocksbox team to do what it does best and drive the growth of the business.

“Enshored impressed us by really taking the time to understand our business and what our needs are. We don't have to do hand-holding in terms of training, which is great! It gives us the freedom to do other things.”

Debbie Shen | Rocksbox Director of Member Experience



**How Enshored
can help**

Enshored is built to support disruptive start-ups.

We augment, build and support customised Customer Experience for digital CX, Sales & Marketing, Back Office and Content Moderation.

We provide the people, the culture and the operating system to support you to scale seamlessly.

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